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Attorney Docket No.: B01.002  
6-20-01  
Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: KEIL et al.

Serial No.: 09/845,051

Filing Date: April 27, 2001

For: SYSTEM TO PROVIDE CONSUMER  
PREFERENCE INFORMATION

)  
) Examiner: not yet assigned  
) Group Art Unit: Not yet assigned  
) Attorney Docket No.: B01.002  
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I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on

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(Date of Deposit)

Nandu A. Talwalkar, Reg. No. 41,339

Name of Attorney for Applicant

6/20/01  
Date of Signature

Commissioner for Patents  
Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT

Sir:

Applicants submit herewith patents, publications or other information of which they are aware that they believe may be material to the examination of this application, and in respect of which, there may be a duty to disclose.

The filing of this information disclosure statement shall not be construed as a representation that a thorough search has been made, an admission that the information cited is, or is considered to be, material to patentability, or that no other material information exists. Nor shall the filing of this information disclosure statement be construed as an admission against interest in any manner.

This Information Disclosure Statement is filed in accordance with 37 CFR §§1.56, 1.97 and 1.98. The items listed on the accompanying Form PTO-1449 may be deemed to be pertinent to the above-identified application and are made of record to assist the Patent and Trademark Office in its examination of this application. The Examiner is respectfully requested to fully consider the items listed on the enclosed copy of Form PTO-1449 and to independently ascertain their teaching.

No fee is believed to be due under 37 CFR §1.17(p) for this Information Disclosure Statement since it is being filed prior to the mailing of the first Office Action on the merits. If the Examiner has

any questions regarding this application or suggestions for expediting prosecution, the Examiner is respectfully requested to contact Applicants' attorney using the information set forth below.



June 20, 2001

Date

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Nandu A. Talwalkar".

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INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT

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Sheet

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Complete if Known	
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First Named Inventor	KEIL et al.
Group Art Unit	Not yet assigned
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Sheet	Attorney Docket Number
	B01.002

## OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	BB	Minetheme Knowledge Bank "Information: that Inspires", <a href="http://www.mindtheme.com/knowledge/trst.asp">http://www.mindtheme.com/knowledge/trst.asp</a> (Download date 4/10/01)	
	CC	Dominator 2000™ Market Simulation Model From DSS Research, "Dominator 2000™" <a href="http://www.dssresearch.com/library/Dominator/dominator.asp">http://www.dssresearch.com/library/Dominator/dominator.asp</a> (Download date 4/10/01)	
	DD	Conjoint Analysis Tools, <a href="http://www.whitehorse.com.au/~prosoft/statist.htm">http://www.whitehorse.com.au/~prosoft/statist.htm</a> (Download date 2/14/01)	
	EE	Johnson, Richard. M., Sawtooth Technologies: "Trade-Off Analysis of Consumer Values" reprinted from <i>Journal of Marketing Research</i> , published by the American Marketing Association, Vol. 11 (May 1974), pp. 121-127, <a href="http://www.sawtooth.com/news/library/articles/johnson.htm">http://www.sawtooth.com/news/library/articles/johnson.htm</a> (Download date 2/14/01)	
	FF	McCullough, Dick "The Cake Method: A Proprietary Hybrid Conjoint Approach", Macro Consulting, Inc., <a href="http://www.macroinc.com/html/art/s_cak.html">http://www.macroinc.com/html/art/s_cak.html</a> (Download date 12/6/00)	
	GG	ACA, "Adaptive Conjoint Analysis", <a href="http://www.sawtoothsoftware.com/ACA.htm">http://www.sawtoothsoftware.com/ACA.htm</a> (Download date 11/30/00)	
	HH	"Analysis: Conjoint Case Example From DSS Research – Marketing Research For...", <a href="http://www.dssresearch.com/conjoint/CaseExample/Analysis.asp">http://www.dssresearch.com/conjoint/CaseExample/Analysis.asp</a> (Download date 4/2/01)	
	II	A Review of Conjoint Analysis, Technical Paper from DSS Research: "Understanding Conjoint Analysis", <a href="http://www.dssresearch.com/conjoint/Library/Conjoint/conjoint.asp">http://www.dssresearch.com/conjoint/Library/Conjoint/conjoint.asp</a> (Download date 4/2/01)	
	JJ	Novak, Tom "Online Exercises: Design Your Own Movie Theater Using Conjoint Analysis", Interactive Exercises, <a href="http://www2000.ogsm.vanderbilt.edu/novak/conjoint-Movies/">http://www2000.ogsm.vanderbilt.edu/novak/conjoint-Movies/</a> (Download date 4/11/01)	

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Sheet

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Attorney Docket Number B01.002

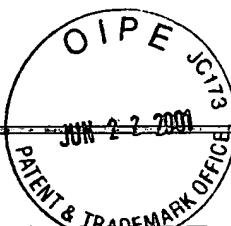
## OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

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Q	A	"The ACA/HB Module for Hierarchical Bayes Estimation", <i>Sawtooth Software, Inc.</i> (August, 1999)	
Q	B	Magidson, Jay, and Vermunt, Jeroen K., "Latent Class Models"	
D	C	"The CBC Latent Class Technical Paper", <i>Copyright 2000, Sawtooth Software, Inc.</i>	
I	D	Acatech, "Adaptive Conjoint Analysis" (Version 4), <i>Copyright Sawtooth Software, Inc. (April 1993)</i>	
V	E	McCullough, Dick, "Trade-off Analysis": <i>A Survey of Commercially Available Techniques</i>	
V	F	Srinivasan, V. and Su Park, Chan "Surprising Robustness of the Self-Explicated Approach to Customer Preference Structure Measurement," <i>Journal of Marketing Research</i> , Vol. XXXIV (May 1997), 286-291	
W	G	Wittink, Dick R. and Keil, Sev K. "Continuous Conjoint Analysis"	
H	H	Huber, Joel, "What We Have Learned from 20 Years of Conjoint Research": <i>When to use Self-Explicated, Graded Pairs, Full Profiles or Choice Experiments</i>	
L	I	2001 Conference Presentations Set (Spring 2001), <i>Sawtooth Solutions</i>	

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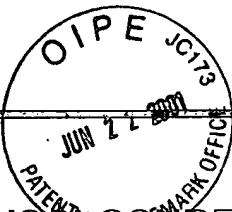
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
V	J	Orme, Bryan "Helping Managers Understand the Value of Conjoint", <i>Copyright, Sawtooth Software, 1996</i>	
V	K	Pinnell, Jon and Olsen, Pam "Using Choice-Based Conjoint To Assess Brand Strength and Price Sensitivity", <i>Copyright 1996, Sawtooth Software</i>	
V	L	Pinnell, Jon (1994) "Multistage Conjoint Methods to Measure Price Sensitivity"	
V	M	Dawson, Neal V. (91-94) "A Model of Patients' Preferences in Serious Illness", <a href="http://www.ahcpr.gov/clinic/medteprp/list8.htm">http://www.ahcpr.gov/clinic/medteprp/list8.htm</a> , (Download date 3/30/01)	
V	N	Marketswitch: "Our Industry", <a href="http://www.marketswitch.com/products/industry.html">http://www.marketswitch.com/products/industry.html</a> , (Download date 3/26/01)	
V	O	Kanninen, Barbara, K. (1/1/00 – 6/30/02) "Optimal Experimental Design for Nonmarket Choice Experiments", <a href="http://www.es.epa.gov/ncerqa_abstracts/grants/99/dec1/kanninen.html">http://www.es.epa.gov/ncerqa_abstracts/grants/99/dec1/kanninen.html</a> , (Download dated 4/11/01)	
V	P	Rollins, Kimberly and Beckett, Alexandra, "Using a Random Utility Model to Measure Willingness to Pay for Public Attributes of Green Goods: Implications for Market Provision of Environmental Quality", <i>International Institute of Fisheries Economics and Trade, Microbehavior and Macroresults IIFET 2000</i> , <a href="http://www.orst.edu/Dept/IIFET/2000/abstracts/rollins.html">http://www.orst.edu/Dept/IIFET/2000/abstracts/rollins.html</a> (Download date 4/11/01)	
V	Q	Ardila, Sergio, Quiroga, Ricardo and Vaughan, William J. (12/98, ENV-126, E) Publications "A Review of the Use of Contingent Valuation Methods in Project Analysis at the Inter-American Development Bank", <a href="http://www.iadb.org/sds/publication/publication_178_e.htm">http://www.iadb.org/sds/publication/publication_178_e.htm</a> (Download date 4/11/01)	
V	R	Understanding Market Segmentation, <i>Technical Paper From DDS Research</i> , <a href="http://www.dssearch.com/marketsegment/Library/Segment/understanding.asp">http://www.dssearch.com/marketsegment/Library/Segment/understanding.asp</a>	

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	S	Tyner, Mary Jane and Weiner, Jonathan – MACRO – “Optimal Pricing Strategies Through Conjoint Analysis”, <a href="http://www.macroinc.com/html/art/s_opt.html">http://www.macroinc.com/html/art/s_opt.html</a> (Download date 4/10/01)	
	T	“Customer Targeting Models”, <i>Opti-Market Consulting</i> , <a href="http://www.opti-market.com/targeting.htm">http://www.opti-market.com/targeting.htm</a> (Download date 4/10/01)	
	U	Johnson, Chad, Methodologies and Capabilities: “Market simulation software becomes smarter all the time”, <i>Answers Research, Inc.</i> <a href="http://www.answersresearch.com/methodologies/article5.html">http://www.answersresearch.com/methodologies/article5.html</a> (Download date 4/10/01)	
	V	Market Research Application Example, “Conjoint Analysis: <i>The Pressure</i> ”, Statistics & Operations Research, <a href="http://www.sas.com/rnd/app/da/market/mraexsim.html">http://www.sas.com/rnd/app/da/market/mraexsim.html</a> (Download date 4/10/01)	
	W	“Research Triangle Institute: Conjoint Analysis Software Tools”, <a href="http://www.rti.org/difference/conjoint_tools.cfm">http://www.rti.org/difference/conjoint_tools.cfm</a> (Download date 4/10/01)	
	X	Decision Support Inc., A Full Service Market Research & Consulting Firm, “Services Offered” <a href="http://www.decisionsupportinc.com/services.html">http://www.decisionsupportinc.com/services.html</a> (Download date 4/10/01)	
	Y	Landsend.com, “My Personal Shopper: Like having a personal wardrobe” <a href="http://www.landsend.com/vpsEntry.cgi?mode=GRAPHIC&amp;refer=c...&amp;sid=098702323344">http://www.landsend.com/vpsEntry.cgi?mode=GRAPHIC&amp;refer=c...&amp;sid=098702323344</a> (Download date 4/11/01)	
	Z	Direct1.com “About Direct1” <a href="http://www.direct1.com/company/whattodedo.html">http://www.direct1.com/company/whattodedo.html</a> (Download date 4/3/01)	
	AA	Discretechoice.com “White Papers: Sample Discrete Choice Analysis”, <a href="http://www.discretechoice.com/analysis.html">http://www.discretechoice.com/analysis.html</a> (Download date 1/2/01)	

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	KK	Mangen Research Associates, Inc., (1999) "Introduction to Conjoint Analysis", <a href="http://www.mrainc.com/conj_intro.html">http://www.mrainc.com/conj_intro.html</a> (Download date 2/14/01)	
	LL	Sawtooth Software, "Conjoint Analysis: ACA Description", <a href="http://www.sawtoothsoftware.com/aca.shtml">http://www.sawtoothsoftware.com/aca.shtml</a> (Download date 2/14/01)	
	MM	Mangen Research Associates, Inc. (1999) "Correlation of Estimates – Conjoint Analysis", <a href="http://www.mrainc.com/estimate_conj.html">http://www.mrainc.com/estimate_conj.html</a> (Download date 1/2/01)	
	NN	Online Insight – Thanks for your time, <a href="file:///D:/StartHere.html">file:///D:/StartHere.html</a> (Download date 12/18/00)	

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